

GOVERNMENT OF TELANGANA  
ABSTRACT

Budget Estimates 2015-16 - Industries & Commerce Department - TSHDC - Sanction of an amount of Rs.1,84,00,000/-,as additional funds to the Telangana State Handicrafts Development Corporation Limited, towards meeting the expenditure for Construction of new showroom buildings (under process) and Publicity campaign - Administrative Sanction - Accorded - Orders - Issued.

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INDUSTRIES AND COMMERCE (TEX) DEPARTMENT

G.O.Rt.No.395

Dated:29-12-2015

Read the following:

1. From the Managing Director, Telangana State Handicrafts Development Corporation Limited, Letter.No.123/TSHDC/Dev./Budget /2015-16, Dated:22-07-2015.
2. G.O.Rt.No.3564, Finance (EBS.VII) Dept., dt.15.12.2015.

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ORDER

In the reference 1<sup>st</sup> read above, the Managing Director, Telangana State Handicrafts Development Corporation Limited, Hyderabad has stated that the Corporation has been effectively marketing the artifacts produced by the artisans through its existing sales outlets. To enhance the market avenues for artisanal products,the Corporation has taken steps to open new showrooms at potential tourist and other commercial centers i.e. Sangareddy, Karimnagar and Banjarahills - Hyderabad. The same are under construction and will be completed during the financial year 2015-16. The estimated cost of these projects is Rs.407.00 lakhs. Out of which, the Corporation has incurred the expenditure Rs.245.00 lakhs from Internal Resources.The balance funds **Rs.162.00 lakhs** required to complete the same.The particulars are as below:

(Rupees in lakhs)

| Sl. No. | Project                                  | Project Cost / Admn. sanction | Expendi-<br>ture | Funds required | Remarks   |
|---------|--|-------------------------------|------------------|----------------|---|
| 1       | New showroom at Sangareddy               | 117.00                        | 100.00           | 17.00          | Construction of Building completed . Interiors & Furniture works under progress |
| 2       | New showroom at Banjara Hills, Hyderabad | 150.00                        | 120.00           | 30.00          | -do-  |
| 3.      | New Showroom at Karimnagar               | 140.00                        | 25.00            | 115.00         | Construction of building under progress.  |
|         | <b>Total</b>                             | <b>407.00</b>                 | <b>245.00</b>    | <b>162.00</b>  |   |

2. The Managing Director, Telangana State Handicrafts Development Corporation Limited, Hyderabad has further stated that wide publicity is proposed for the handicrafts and for the showrooms as the Apex promoting agency at State Level to attract clients and for increasing the foot fall in to the showrooms and to pave way for more business from domestic market and international market through the various means of publicity like Brochures, Catalogues, Handouts etc., Hoardings, Advertising through the Print and electronic Media.The Ad-films to be developed for the purpose. The financial assistance for Rs.22.00 lakhs is required from the Government for the Publicity Campaign and particulars are as follows:

(Rs. in lakhs)

| Sl.No. | Particulars  | Amount       |
|--------|--|--------------|
| 1.     | Brouchers / Catalogues / Calenders                   | 02.00        |
| 2.     | Hoarding for display of Telangana Traditional Crafts | 10.00        |
| 3.     | Making Ad Films 10,20,30 Seconds                     | 05.00        |
| 4.     | Advertisement through Print & Electronic Media       | 05.00        |
|        | <b>Total</b>   | <b>22.00</b> |

[P.T.O.]

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3. The Managing Director, Telangana State Handicrafts Development Corporation Limited, Hyderabad, has therefore, requested the Government to consider the above proposals of the Corporation and release the funds of **Rs.184.00 lakhs** (Rs.162.00+22.00 lakhs) by making necessary provision in the State Budget 2015-16, keeping in view the imminent need to protect the interest of poor Artisans and for protection and preservation of the cultural heritage of Telangana State.

4. In the reference 2<sup>nd</sup> read above, Government have issued a Budget Release Order for an amount of Rs.1,84,00,000/-, under plan as additional funds in relaxation of treasury control and quarterly regulation orders pending provision of funds by way of obtaining supplementary grants during the financial year 2015-16 to meet the expenditure for Construction of new showroom buildings (under process) and Publicity campaign and requested to take necessary action for issue of administrative sanction orders in the matter.

5. After careful examination of the matter, Government hereby accord administrative sanction for an amount of Rs.1,84,00,000/- (Rupees One crore eighty four lakhs only) under plan as additional funds in relaxation of treasury control and quarterly regulation orders pending provision of funds by way of obtaining supplementary grants during the financial year 2015-16 to meet the expenditure for Construction of new showroom buildings (under process) and Publicity campaign.

6. The expenditure shall be debited to the following Head of Account:-

**For Construction of New Showroom buildings to Handicraft Development Corporation**

4875-60-800-11-17-530-531 - Rs. 1,62,00,000/-

**For Publicity campaign for Handicrafts Development Corporation**

6875-60-800-11-17-001-000 - Rs. 22,00,000/-

7. The Assistant Secretary to Government and Drawing & Disbursing Officer, Industries and Commerce Department is authorized to draw the sanctioned amount and disburse the same to the Vice Chairman & Managing Director, Telangana State Handicrafts Development Corporation Limited, Hyderabad by way of Cheque for incurring the expenditure under the plan.

8. The Vice Chairman & Managing Director, Telangana State Handicrafts Development Corporation Limited, Hyderabad shall utilize the above amounts exclusively for the purpose for which it has been sanctioned at para (5) above and furnish the expenditure details/utilization certificates and also submit the proposal for Supplementary Grants during 2015-16 directly to the Finance (BG) Department under intimation to this Department.

9. This order issues as per the Budget Release Orders issued vide G.O.Rt.No.3564, Finance (EBS-VII) Dept., dt.15.12.2015.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)

SABYASACHI GHOSH  
SECRETARY TO GOVERNMENT

To

The Assistant Secretary to Government and  
Drawing & Disbursing Officer, Industries and Commerce (OP)  
Department, Telangana State, Hyderabad  
The Vice Chairman & Managing Director,  
Telangana State Handicrafts Development Corporation Limited, Hyd.

**Copy to,**

The Accountant General, Telangana State, Hyderabad,  
The Pay & Accounts Officer, Telangana State, Hyderabad,  
The Director of Treasures & Accounts, Telangana State, Hyderabad,  
The Director of Works and Accounts, Telangana State, Hyderabad,  
SC/SF

// FORWARDED :: BY ORDER //

SECTION OFFICER



